

## Michele C. Bisceglie Project Director

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Michele is a resourceful leader with 20+ years of experience in designing and executing successful strategic advertising, branding, business development, communications, marketing, membership, public relations, and sustainable funding initiatives, including operating, capital, endowment and alumni campaigns. Her accomplishments demonstrate a proven ability to inspire trust, build consensus, drive progress, overcome obstacles, and achieve results. Having worked extensively with both non-profit and for-profit organizations, Michele's strength lies in being able to quickly adapt to a variety of diverse environments and situations for maximum impact.

Most recently, Michele put her expertise to use for several significant organizations: Hendricks County Economic Development Partnership; National Capital Area Council, Boy Scouts of America; International Motor Racing Research Center; Washington, DC Economic Development Partnership; the international law firms of McKenna Long & Aldridge LLP and Nixon Peabody LLP; and Savannah College of Art and Design. Her success is directly related to an intrinsic aptitude for creating and maintaining valued connections with key local/regional/national/international civic and commercial leaders.

### Summary of Experience

- Provided leadership and oversight for institution-wide development activities of an international, private, non-profit university focused on the intersection of art and business.
- Instrumental in development of strategy for and implementation of a \$16.6M capital campaign to retire debt, and improve and maintain facilities at two outdoor adventure camps/
- Increased operating support by 60 percent over previous year in a challenging economic environment for a \$10 million annual budget organization.
- Led marketing and sponsorship efforts for 27 nationwide industry-related educational conferences on topics such as affordable housing, real estate, tax credits, renewable energy, intellectual property, and higher education.
- Organized and executed 11 political, social, and industry-related events in seven months from Atlanta to DC to San Diego, partnering at times with organizations such as Association of Corporate Counsel, Atlanta Dream (WNBA), and San Diego Opera.
- Launched aggressive alumni recruitment campaign, including the development of volunteer leadership structure, communication plan, fundraising effort and cultivation event schedule.
- Graduate of the Stanley K. Lacy Executive Leadership Series®.
- Earned a degree in Communication (Journalism) and English from Purdue University.